

EC'd Yes Last Received: 08/28/2012 10:43 AM Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () AMERICAN MEDIA & ADVOCACY GROUP Rep Firm
Advertiser () RIGELL/NRCC 815 SLATERS LANE Sales Office () PHILADELPHIA
Product SCOTT RIGELL/RNCC ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 3007 Agency C/P1/P2/E 167/269/3007 Salesperson Phone# 215-567-6005
Buyer Ben Angle Flight Dates 08/28/2012 - 09/03/2012 Salesperson FAX# 215-567-5938
Fax# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	TU	1135P-1235A	TONITE SHW-NBC<	:30	\$350.00	08/28-08/28	1	1	1	\$350.00	

Rating: 1.7

---REPORT TOTALS---

Report Totals: 9 / \$3,130.00

---SALES MONTHLY TOTALS---

Sep 12: 9 / \$3,130.00
Sales Totals: 9 / \$3,130.00
Station Totals: 9 / \$3,130.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$18,411	CATV 0%	WAVY 37%	WGNT 0%	WPXV 0%	WTKR 42%
		WTVZ 9%	WVBT 6%	WVEC 6%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE